

# Oracle Business Intelligence

## Continued Investment & Innovation

Embedded Business Intelligence  
Oracle Business Intelligence 11g

Oracle Exadata  
EPM System

BI Applications

Enterprise BI Platform

Data Mining

Ad Hoc Query  
Database Reporting  
OLAP

BI Releases 1.2 1.6 2.0 8i 8.3 9i 10g 10g R3 10g R5 11g

1995 2000 2005 2010

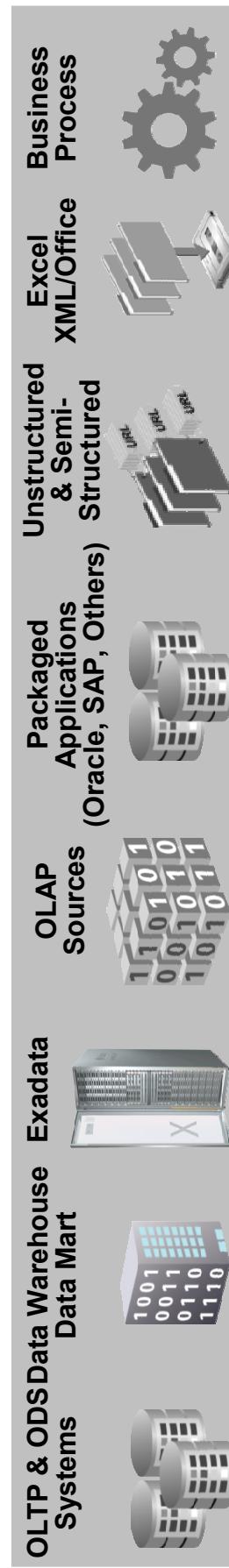
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# Most Complete.

## Oracle Business Intelligence 11g

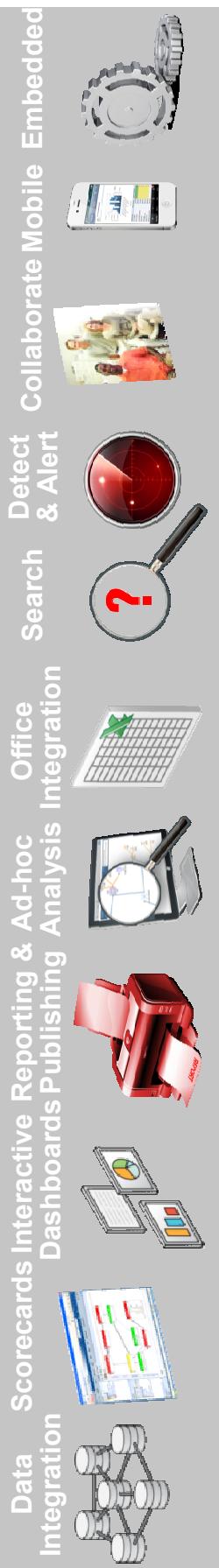


## Enterprise Analytic Foundation



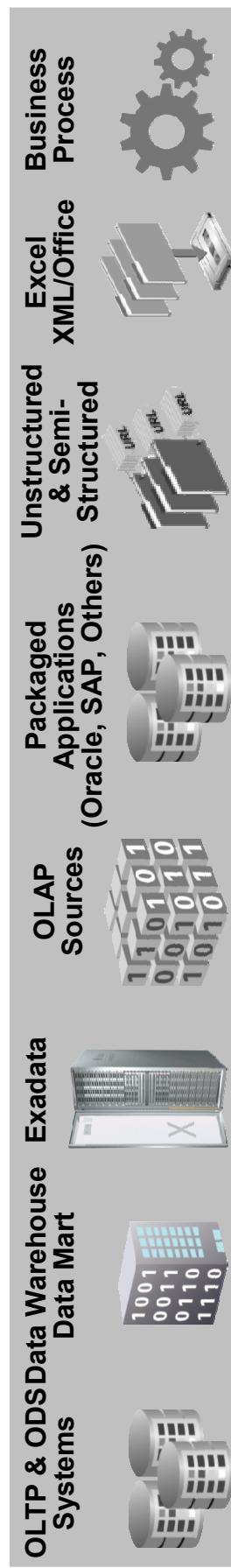
# Most Integrated.

## Oracle Business Intelligence 11g



### Common Enterprise Information Model

- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management

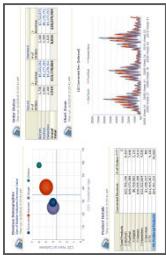


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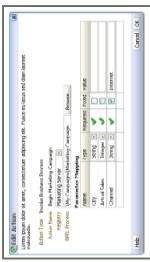
# The New Standard for Enterprise Analytics

## Oracle Business Intelligence 11g

**Complete Enterprise Analytic Foundation**  
Best in class functionality provides consistent view of business performance



**Integrated Analytic Processes**  
Easily leverage analytics to drive better decision-making across the organization to improve performance continuously



**Powers Packaged Applications**  
Performance Management, Operational Analytics, Industry and Partner Applications

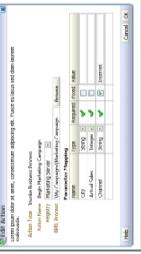
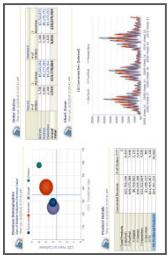


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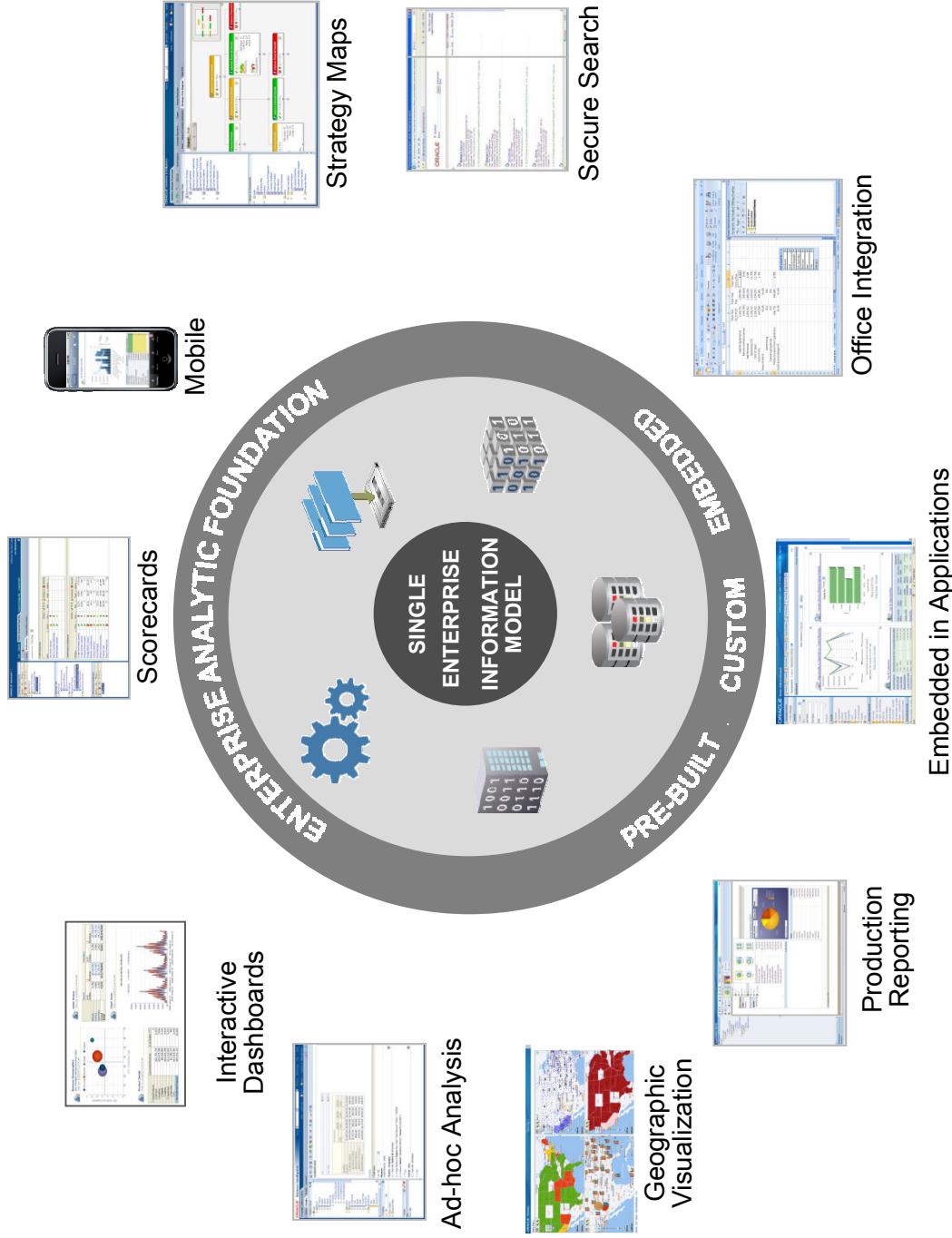
**Powers Packaged Applications**  
Performance Management, Operational Analytics, Industry and Partner Applications



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# Complete Enterprise Analytic Foundation

## Oracle Business Intelligence 11g

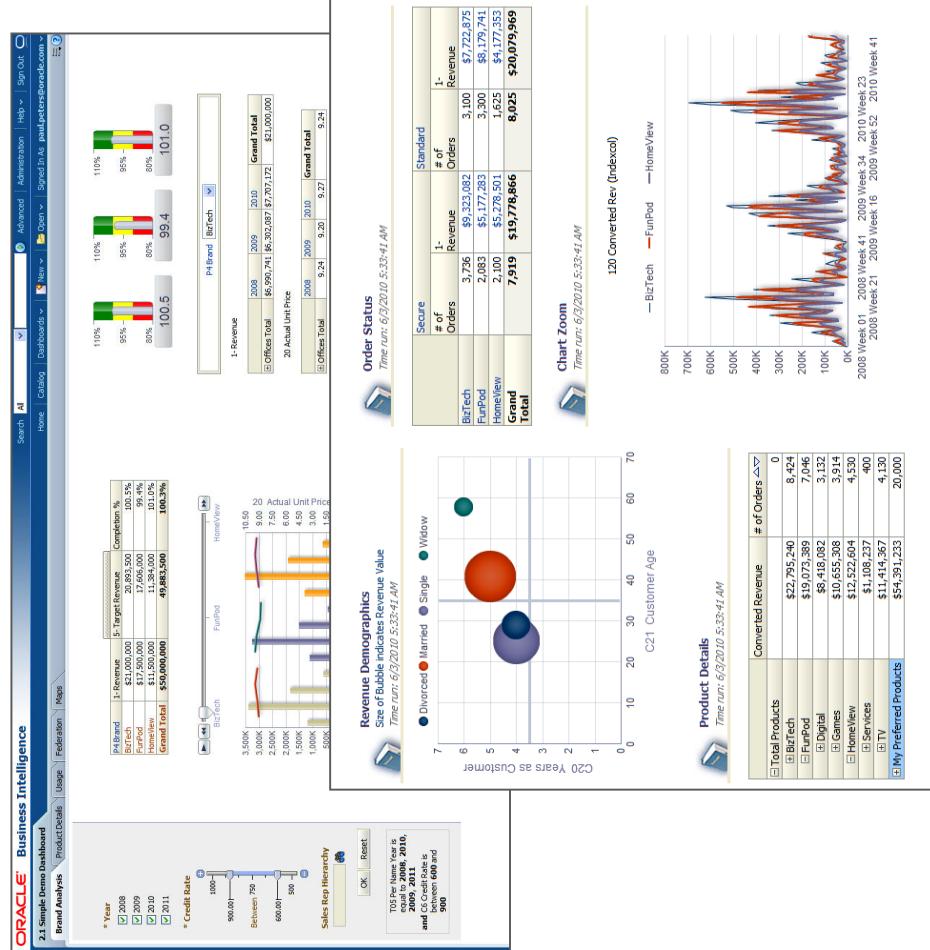


# New Interactive Visualizations

## Gain Insight Quicker with Greater Visibility

- Rich Interactive Visualizations

- Animated transitions
- Range and Paging sliders
- Legend-based interactions



# Best in Class Ad-hoc Query & Analysis

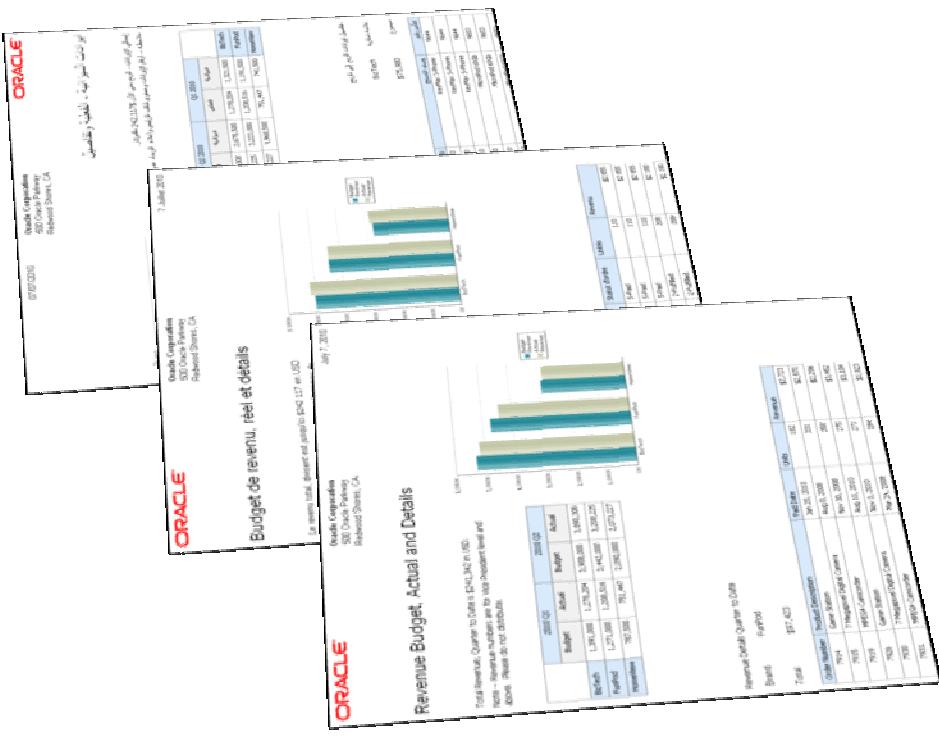
## Oracle Business Intelligence 11g

- First, seamless ROLAP & OLAP browser interface
- OLAP query building with member selection
  - Member selection
  - Calculated members
  - Hierarchical calculations
  - Custom aggregates
- Navigate across relational and multidimensional sources
  - Shared metadata, calculations, dimensions, security
  - Ragged & skip-level hierarchies
  - Performance for each source
- Microsoft Office Integration



# Best in Class Production Reporting

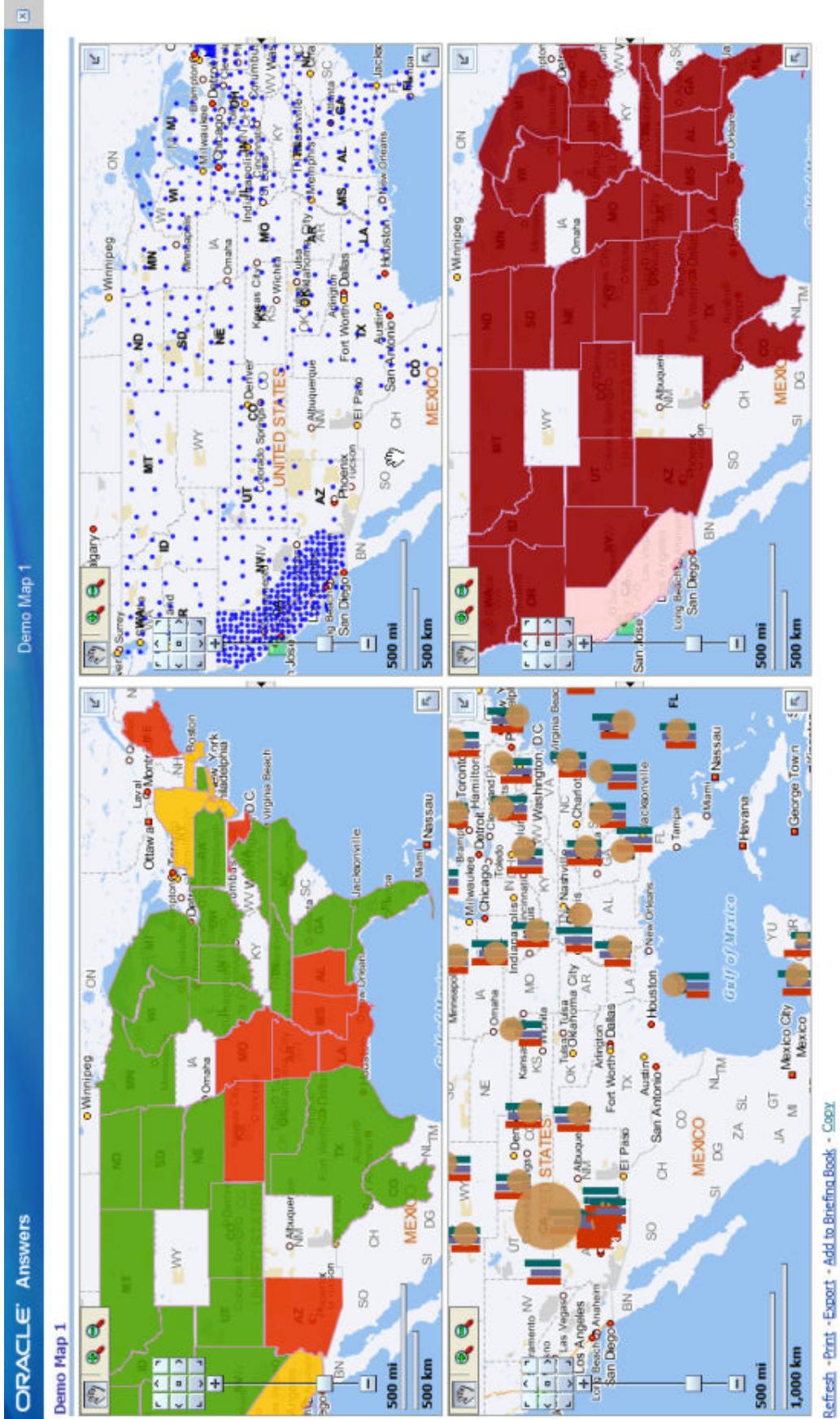
## Oracle BI Publisher



- 100% thin-client design environment
- Pixel-perfect documents
- Lightweight, easy to use
  - Easy to embed: 5 MB Download
  - Relational, OLAP , unstructured sources
  - Multiple output formats: XML, HTML, Word, PPT, PDF, RTF, Open Office, ...
- Powerful & highly scalable server
  - 1,000,000 Reports/Hour on 2 CPUs
  - Highly scalable: Optimal resource and print queue management
  - Active-Active clustering
- Separates data extraction, formatting, delivery models
  - Dynamic font substitution
  - Dynamic language substitution

# Uncover Patterns Hidden in Tables New Spatial Integration Goes Beyond the

# New Spatial Integration Goes Beyond the Interface



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# Analyst Perspective on Oracle BI

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MAKING LEADERS SUCCESSFUL EVERY DAY

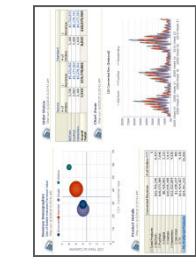
*"OBIEE 11g has features which make all enterprises running Oracle applications think twice before looking somewhere else for their enterprise BI platform. Having said that, there's nothing in the OBIEE architecture that requires tight coupling with Oracle's applications and middleware. 11g is a huge release, bringing tons of important new features to the OBIEE platform."*

*Forrester: Boris Evelson July 2010*

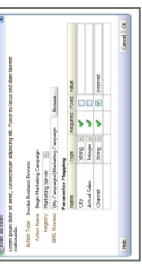
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# The New Standard for Enterprise Analytics

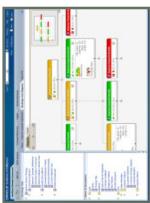
## Oracle Business Intelligence 11g



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**Integrated Analytic Processes**  
**Easily leverage analytics to drive better decision-making across the organization to improve performance continuously**

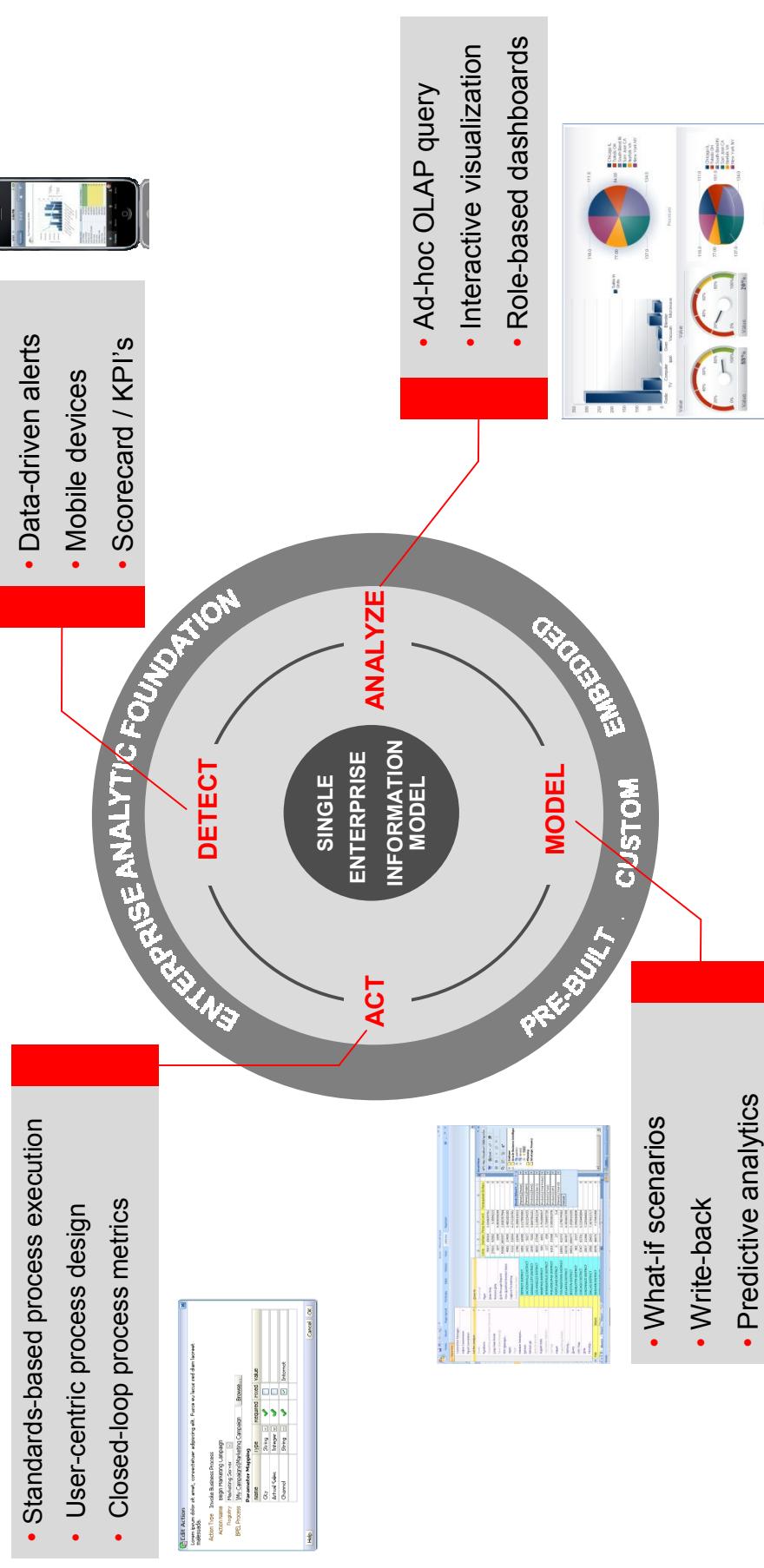


**Powers Packaged Applications**  
Performance Management, Operational Analytics, Industry and Partner Applications

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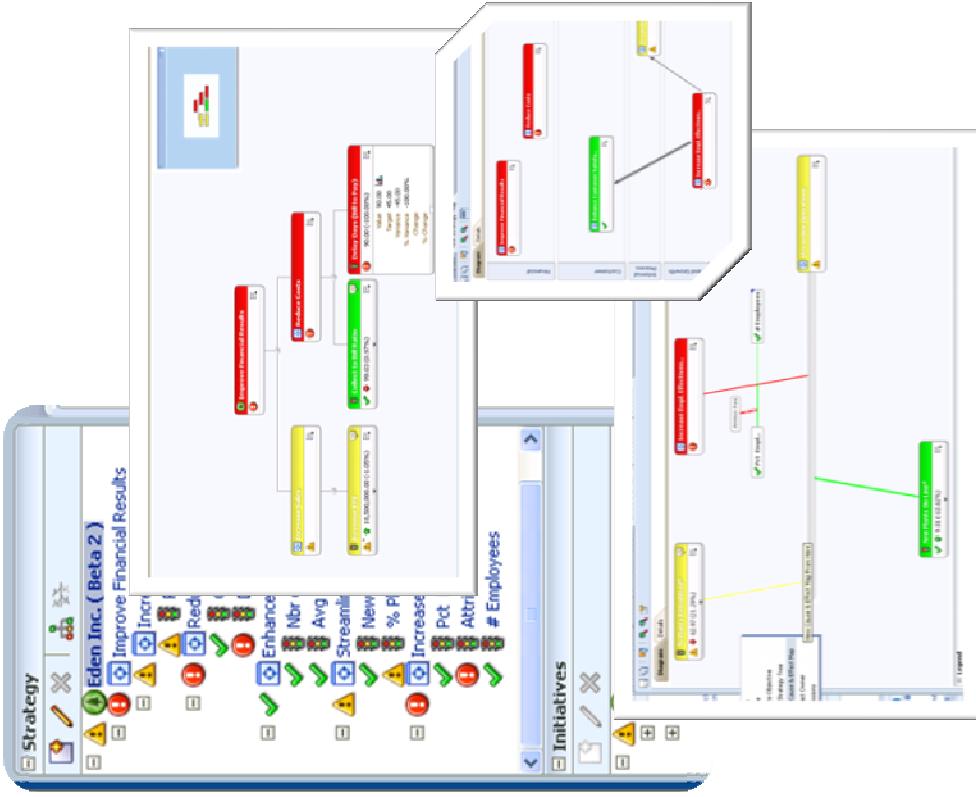
# Integrated Analytic Processes

## Oracle Business Intelligence 11g



# Detect Variances from Goals Oracle Scorecard and Strategy Management

- Integrated BI component
  - KPIs as core metadata
  - Thresholds, owners, history
  - Auto-generated interactive analyses
  - Linked objectives & initiatives
- Automatic detection
  - KPI alerts triggered by thresholds
- Strategy visualization
  - Strategy Maps and Trees
  - Cause and Effects
  - Watchlists
  - Annotations & override
- All methodologies
  - Balanced scorecard, six sigma, Baldridge



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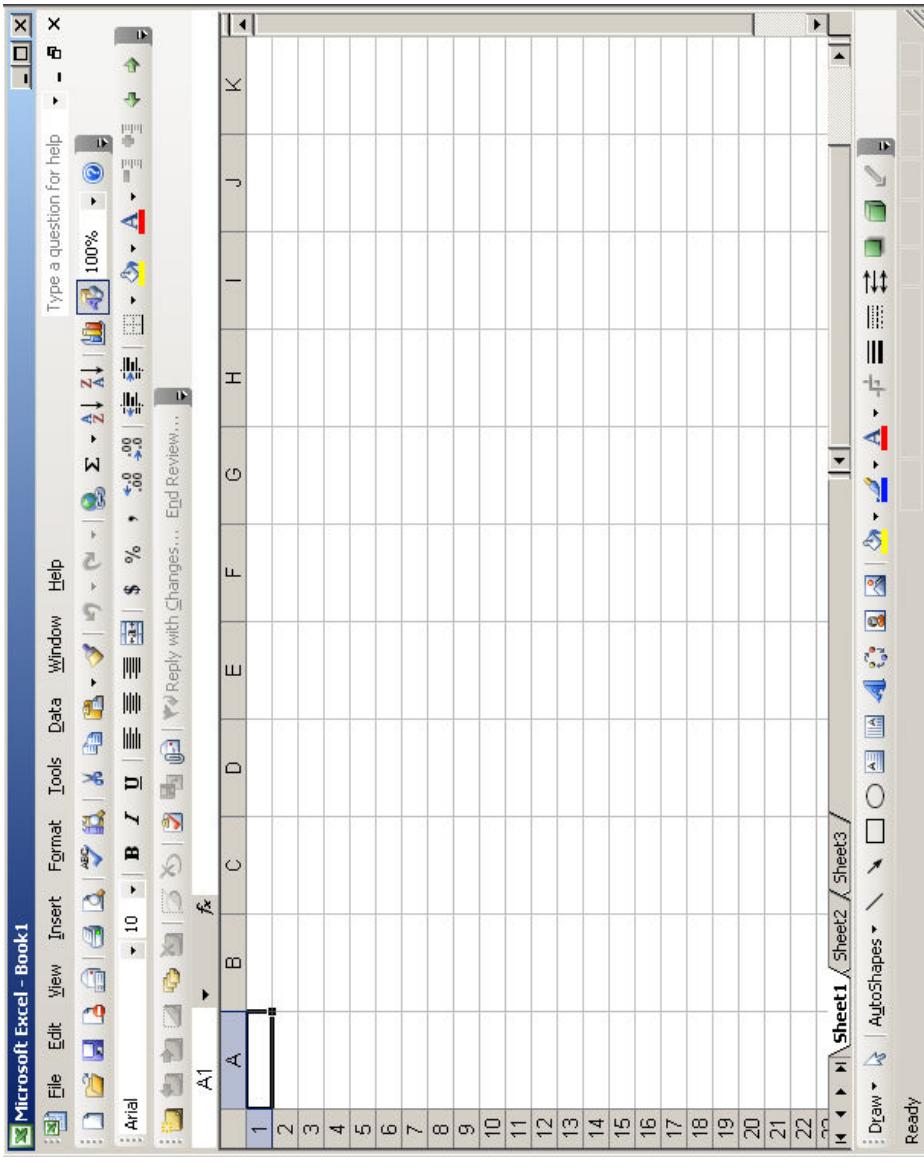
The Intelligent Enterprise  
Economist Intelligence Unit  
November 2009

**“Only 22% of respondents say they do rigorous and timely scenario planning across the organization, which helps them be proactive in addressing market changes.”**

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# Most Scenarios are Done Here!

## It is a Good Productivity Tool...but

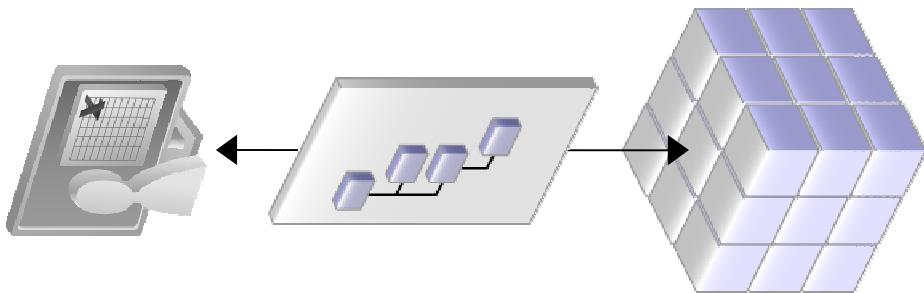


- Disconnected
- Data security risks
- Prone to errors
- Doesn't scale
- No controls / audit trails

# Best in Class OLAP Server

## Oracle Essbase

- Forward looking what-if analysis
- Model complex business scenarios
- Financial, time series & custom calculations
- Multi-user write-back
- Best OLAP Performance & Scalability
  - Flexible storage – Block, Aggregate & Hybrid
  - Optimized load performance, trickle feed
  - High-availability clustering
  - Sub-second response time: 20,000 concurrent users, 15 dimensions, 1 billion records
- Integrated with Oracle BI and Oracle EPM
  - Shared metadata, calcs, dimensions, security



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# Creating Scenarios is Fast and Easy

## Oracle Essbase

### Powerful Calculator

- Hundreds of built in functions and algorithms
- Trending
- Goal seeking
- Procedural calculations

@ABS	@CHILDREN	@MAXRANGE	@RELATIVE
@ACCUM	@DESCENDANTS	@MAXS	@REMAINDER
@ANCESTORS	@IDSIBLINGS	@MAXSRANGE	@REMOVE
@ALIAS	@INT	@MDALLOCATE	@ROUND
@ALLOCATE	@INTEREST	@MDANCESVAL	@RSIBLINGS
@ANCEST	@IDDESCENDANTS	@MDPARENTVAL	@SANCTESTVAL
@ANCESTORS	@IRR	@MDSHIFT	@SHARE
@ANCESTVAL	@IRSIBLINGS	@MEDIAN	@SHIFT

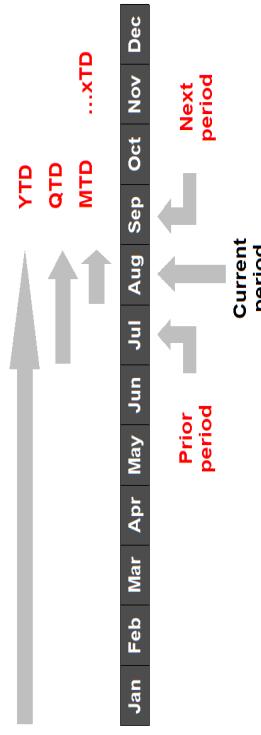
### Financial Intelligence

- Critical for Variance Analysis, understands better / (worse)
- Essbase understands Financial Data and Calculations
- Time Balances

	Actual	Budget	Variance	Variance %
Gross Sales	100	120	-20	(16.67)
REVENUE EXPENSE	100	120	20	16.67
Advertising				

### Time Intelligence

- Time Series calculations are hard to do
- Yet, an extremely common BI requirement
- Essbase makes it very easy at any level, any dimension, for any type of calendar

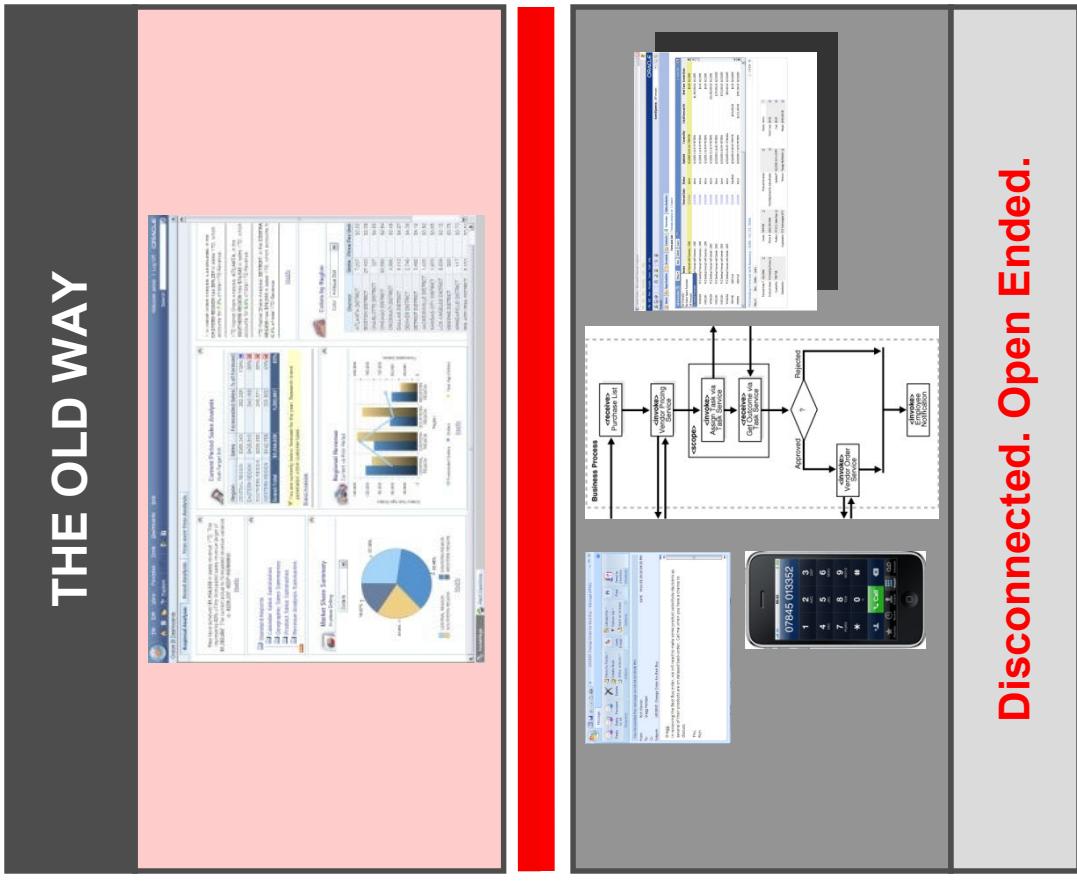


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# The Trouble Today: Open Loop Processes

## THE OLD WAY

- Costly to link insights to action
- Completely separate systems
- Collaboration is manual
- Email is core to the process



**Disconnected. Open Ended.**

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# Integrating Insights with Business Processes

## Oracle Business Intelligence 11g

### THE OLD WAY

This screenshot shows the Oracle Business Intelligence 11g interface. It features several separate windows and tabs:

- A top navigation bar with links like Home, Reports, Dashboards, and Data Sources.
- An "Executive Dashboard" window displaying various KPIs and charts.
- An "Order Status Report" window showing a detailed table of order information.
- An "Order Profitability Analysis" window showing a pie chart and a bar chart.
- An "Order Profitability Summary" window showing a pie chart.

### THE NEW WAY: Action Framework

This screenshot illustrates the Oracle Action Framework integration. It shows:

- The Oracle Business Process Management (BPM) interface with a process flow diagram.
- A callout window titled "Edit Action" showing the configuration of an action named "Begin Marketing Campaign".
- The "Parameter Mapping" section of the action configuration, which maps parameters to data sources.
- A large green curved arrow indicating the integration between the BPM interface and the BI interface.

Disconnected. Open Ended.

This screenshot shows the Oracle Business Process Management (BPM) interface with a process flow diagram. It includes a mobile device icon representing a disconnected application. A red vertical bar is positioned between this screenshot and the one above it.

Integrated. Closed Loop.

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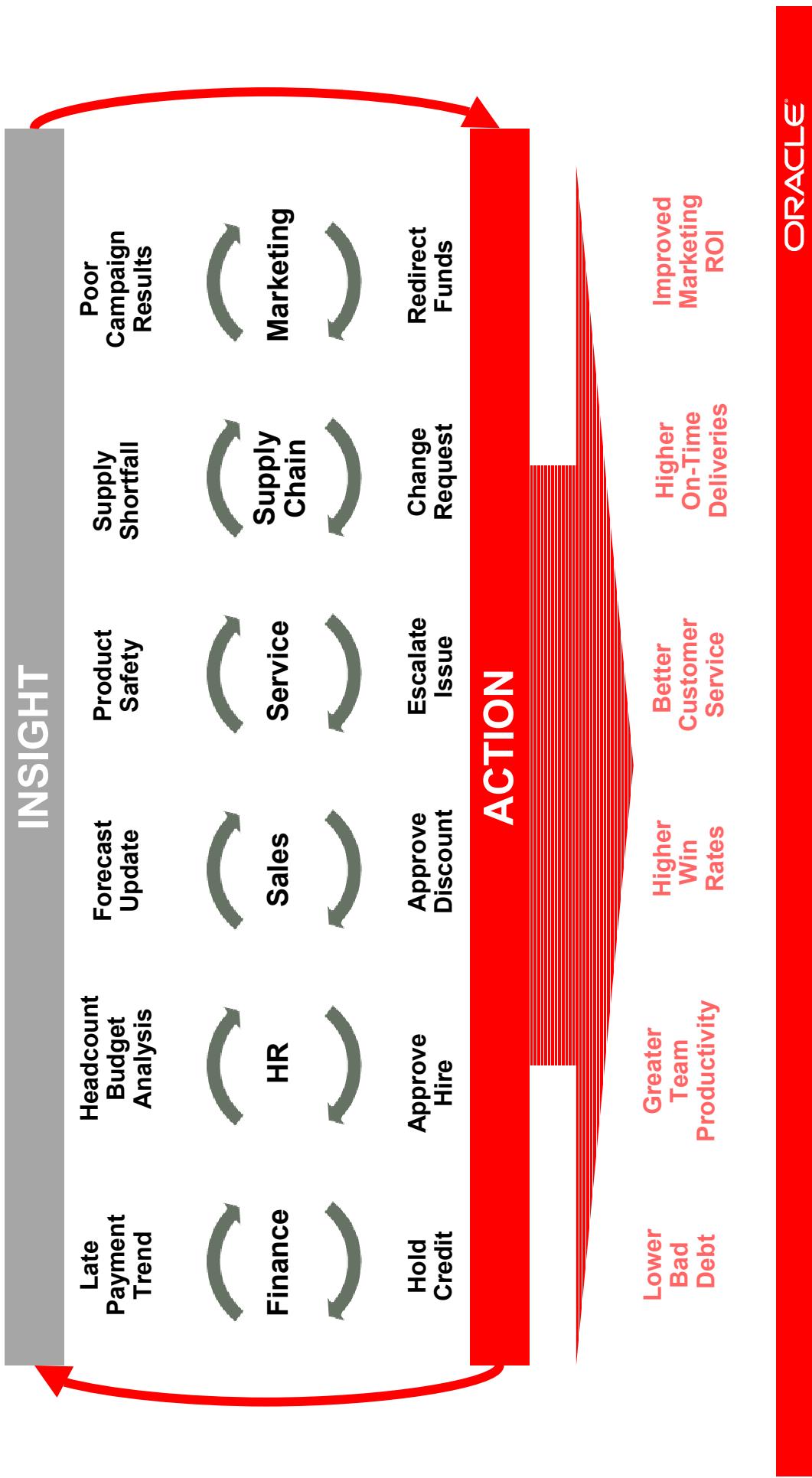
# Standards-based Action Framework

## Oracle Business Intelligence 11g

- **Initiate**
  - Workflow / Business Process (BPEL)
  - Message / Post Event (ES)
  - Web Service
  - Delivers iBot
- **Execute**
  - Java Method
  - Siebel Workflow
- **Navigate**
  - BI Content
  - Analytic Application View
  - Web Content
- **Deliver**
  - BI Content
  - Web Content



# Value of Linking Insights to Action Shortens Decision Cycles



## Worth the Wait

### Oracle Business Intelligence 11g



#### On Actionable Intelligence....

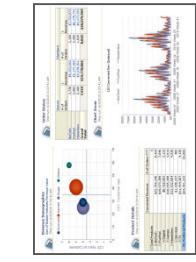
*"This capability is certainly a competitive differentiator and makes the concept of 'insight to action' a reality."*

*BIScorecard: Cindi Howson – July 2010*

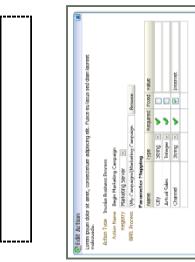
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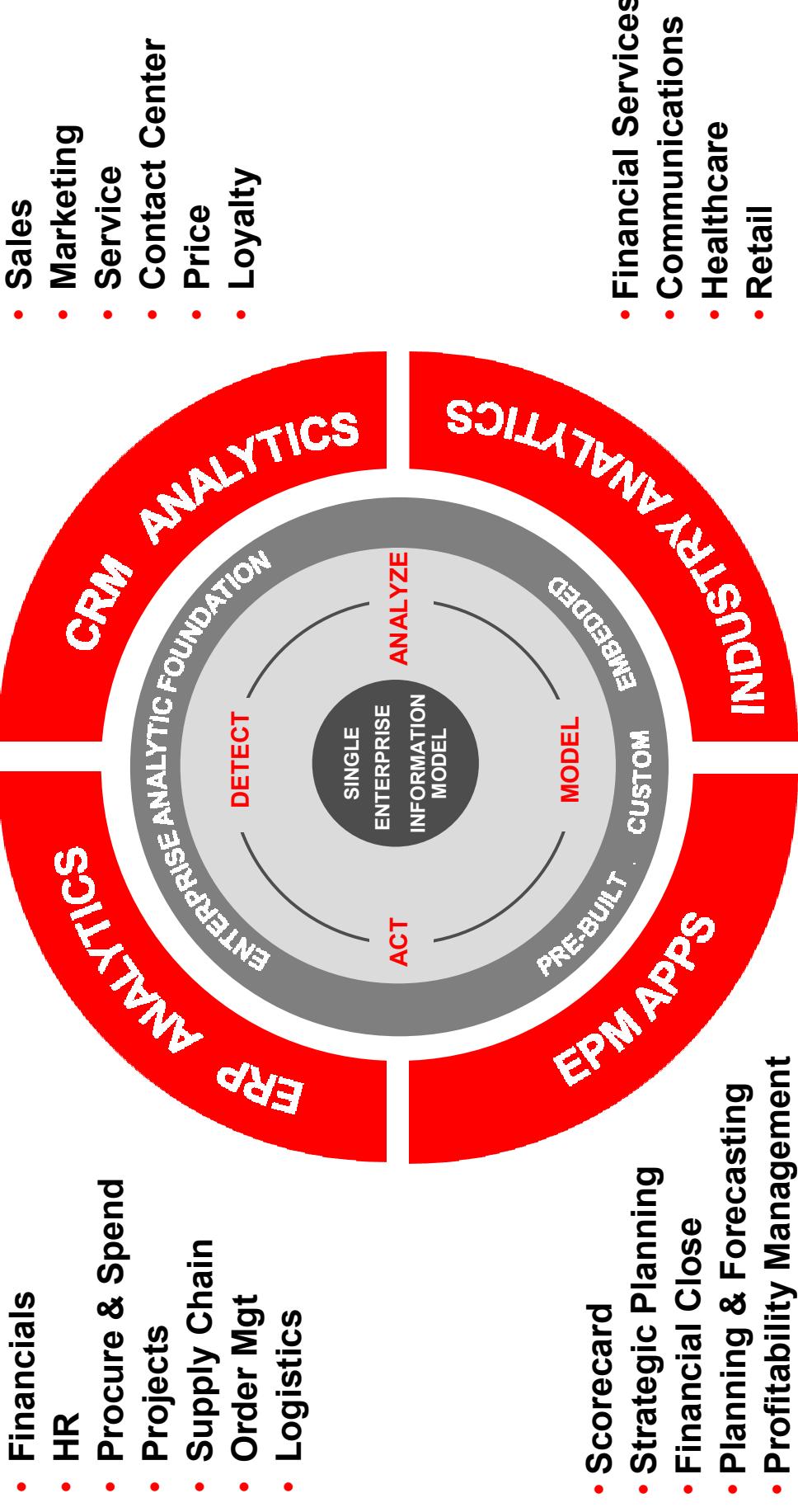


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# Powers Packaged Applications

## Oracle Business Intelligence 11g



# Integration with Packaged EPM Applications

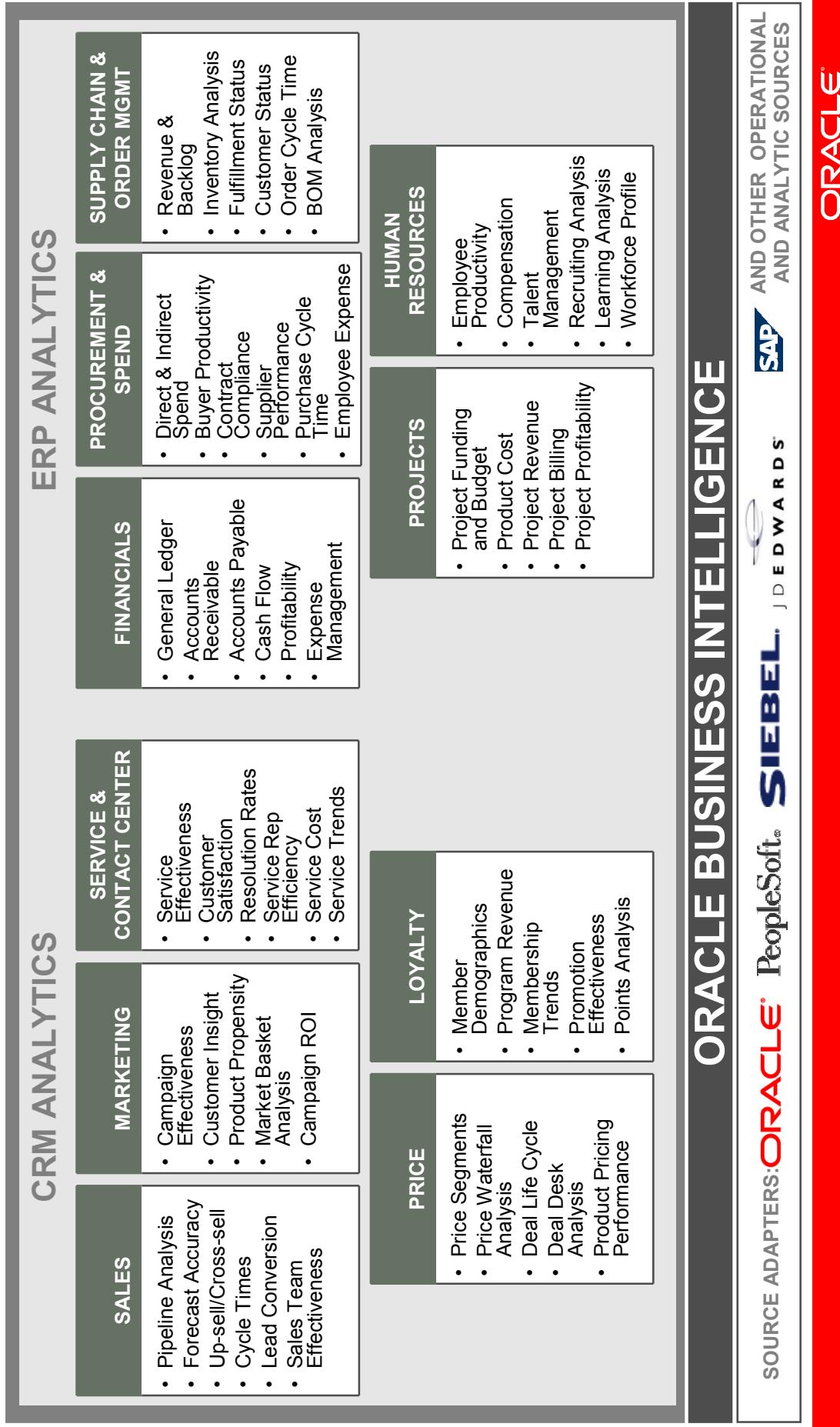
## Oracle Business Intelligence 11g



Industry leading Performance Management Applications for  
Oracle, SAP and other systems

# Broadest Analytic Application Coverage

## Oracle BI Applications

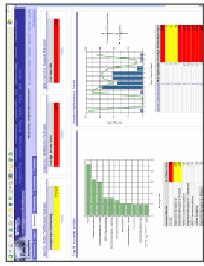


# Beyond the Dashboard

## Oracle BI Applications



- Dashboards



- Prebuilt integration
- Prebuilt metadata mapping
- Prebuilt metrics
- Prebuilt data model
- Heterogeneous data sources

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PeopleSoft. J D E D W A R D S



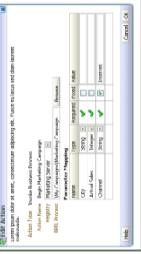
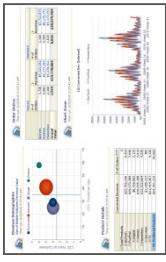
Immediate Value. Lower TCO. Built-in Best Practices.

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